

North America Polymer Emulsion Market Growth Analysis - Forecast Trends, Market Size, Share and Outlook (2025-2034)

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Report description:

The North America polymer emulsion market reached around USD 6.98 Billion in 2024. The market is projected to grow at a CAGR of 6.90% between 2025 and 2034 to reach nearly USD 13.60 Billion by 2034.

North America Polymer Emulsion Market Growth

Canada ranks as the second-largest automotive market in North America. The annual value of imports within the Canadian automotive sector experienced a notable growth of 23% in 2021, followed by an approximate 15% increase in 2022. In that year, the total imports of automotive parts and components in Canada reached US\$15.4 billion. Furthermore, the United States continues to hold a significant share of the Canadian automotive import market, accounting for around 62%.

Within the automotive sector, polymer emulsions play a vital role in the production of high-performance coatings, adhesives, and sealants. These emulsions enhance the durability of paints, offer resistance to environmental factors, and improve the overall surface finish. Additionally, polymer emulsions facilitate the creation of lightweight components and fuel-efficient designs through advanced adhesive technologies. Their environmentally friendly characteristics align with the growing regulatory requirements for low-VOC products, rendering them indispensable for contemporary automotive applications.

In 2019, the GDP of the textile sector in Canada reached nearly \$1.526 billion. Within this sector, polymer emulsions play a crucial role in coating, finishing, and binding applications. These emulsions significantly enhance the characteristics of fabrics, including water resistance, durability, and flexibility. Additionally, polymer emulsions are utilised in textile adhesives, providing robust adhesion in composite fabric constructions and upholstery.

Key Trends and Developments

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Growth of the construction sector, rise in automotive production, increasing demand for eco-friendly products; and the expansion of the packaging sector are the major trends impacting the North America polymer emulsion market growth.

June 2021

Kemira, a chemical company based in Helsinki, Finland, successfully finalised the installation of advanced production units for emulsion polymers and biobased acrylamide monomer at its facility located in Mobile, Alabama, USA.

October 2023

BASF became the first company in North America to introduce its Acronal MB portfolio of emulsion polymers specifically designed for architectural coatings. These emulsion polymers maintain the high quality and performance standards of the existing Acronal range while also providing the advantage of a lower carbon footprint.

Growth of the Construction Sector

The increasing construction and infrastructure development activities are significantly driving the need for polymer emulsions, which play a crucial role in various applications, particularly in the formulation of paints, coatings, and adhesives.

Rise in Automotive Production

The automotive sector employs polymer emulsions for a diverse array of applications. These emulsions are utilised in the formulation of high-performance coatings that enhance the durability and aesthetic appeal of vehicles.

Rising Demand for Eco-Friendly Products

As the market for sustainable products continues to expand, companies that invest in the development and production of low-VOC polymer emulsions are likely to gain a competitive edge. By aligning their offerings with the growing demand for eco-friendly solutions, these companies not only contribute to a healthier planet but also tap into a lucrative market segment that prioritises sustainability and safety.

Adoption of Advanced Technologies

Advances in polymer technology have significantly enhanced the efficacy and versatility of polymer emulsions, leading to increased interest from a broader range of sectors. These advancements encompass improvements in the formulation and production processes of polymer emulsions, resulting in products that exhibit superior performance characteristics.

Expansion of the Packaging Sector

Polymer emulsions have gained significant traction in the packaging sector, particularly for their applications in adhesives and coatings. This trend is largely driven by the rapid expansion of e-commerce and the growing demand for consumer products.

Growing Applications of Polymer Emulsion in the Textile Sector

Polymer emulsions are versatile materials that play a crucial role in various applications, particularly in the textile sector. These emulsions are used in textile coatings and finishes, where they provide essential properties such as durability, water resistance, and improved aesthetic qualities.

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North America Polymer Emulsion Market Trends

The rising construction and infrastructure development enhances the necessity for polymer emulsions and also positions them as a key component in the creation of innovative, sustainable, and high-quality building materials that meet the needs of a rapidly changing world.

There is a growing utilisation of polymer emulsions in the packaging sector due to the dual pressures of e-commerce growth and the demand for sustainable, high-performance materials. As this trend continues, it is anticipated to stimulate further innovations and advancements in polymer emulsion technology, leading to even more effective solutions for adhesives and coatings in the packaging sector.

Additionally, the integration of polymer emulsions in coatings and adhesives also enhances the functionality and performance of automotive products and supports the sector's ongoing transformation towards sustainability, thereby driving the market expansion.

North America Polymer Emulsion Industry Segmentation

North America Polymer Emulsion Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Product:

- Acrylics
- Styrene-Butadiene Latex
- Vinyl Acetate Polymers
- Others

Market Breakup by Application:

- Adhesives and Sealants
- Paper and Paperboard
- Paints and Coatings
- Others

Market Breakup by Type:

- Plasticisers
- Defoamer
- Thickeners and Rheology Modifiers
- Polymeric Dispersant
- Others

Market Breakup by End Use:

- Chemicals
- Textile and Coatings

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- Building and Construction
- Automotive
- Others

Market Breakup by Country:

- United States
- Canada

North America Polymer Emulsion Market Share

Based on end use, the market is segmented into chemicals, textile and coatings, building and construction, and automotive, among others. The building and construction sector is projected to grow at a CAGR of 7.9% during the forecast period of 2025-2034. In the building and construction sector, polymer emulsions are utilised in paints, coatings, and adhesives to improve durability, flexibility, and adhesion, enhance water resistance, and comply with environmental standards through low-VOC formulations.

Leading Companies in the North America Polymer Emulsion Market

Major players are focusing on the adoption of innovative polymer technologies to gain a competitive edge in the market.

- Arkema Group
- 3M Company
- The Dow Chemical Company
- Akzo Nobel N.V.
- Gellner Industrial, LLC
- BASF SE
- Clariant AG
- The Lubrizol Corporation
- MCTRON Inc.
- Celanese Corporation
- Others

The comprehensive report looks into the macro and micro aspects of the market. The EMR report gives an in-depth insight into the market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

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